

## CLAIMS

What is claimed is:

- 1 1. A method for monitoring and integrating media streams, comprising:  
2       selecting a purchasing system interface for use with a media stream;  
3       packaging the media stream with a self loading and self executing  
4 media player and with configuration information for presenting the  
5 purchasing system interface with the media stream and monitoring usage of  
6 the media stream and purchasing system interface; and  
7       streaming the media stream to a recipient.
- 1 2. The method of claim 1 further comprising playing a portion of the  
2 media stream on a computing device of the recipient by using the media  
3 player, wherein media content included within the media stream is  
4 simultaneously presented on a display with the purchasing system interface  
5 and the purchasing system interface can be independently interacted with  
6 via the display.
- 1 3. The method of claim 2 further comprising receiving purchasing  
2 selections from the recipient accessing a number of options from the  
3 purchasing system interface while viewing portions of the media content and  
4 using the media player for tracking any purchase that occurs for the media  
5 content.
- 1 4. The method of claim 3 wherein receiving purchasing selections  
2 further includes notifying or recording the purchase for purposes of paying a  
3 commission or establishing a budget.
- 1 5. The method of claim 4 wherein playing further includes:  
2       presenting the media content within a first frame of a browser page;  
3 and

4                   presenting the purchasing system interface within a second frame of  
5                   the browser page.

1       6.       The method of claim 1 further comprises receiving usage statistics  
2                   from the media player identifying playing and purchasing information  
3                   associated with the recipient playing media content included within the  
4                   media stream and interacting with the purchasing system interface.

1       7.       The method of claim 1 wherein packaging further comprises including  
2                   customized advertisement information with the media stream.

1       8.       A media stream structure residing on a computer readable medium,  
2                   for monitoring and integrating media streams, the data structure comprising:  
3                   media player logic;  
4                   media content; and  
5                   media configuration information;  
6                   wherein when the media stream data structure is received by a  
7                   computing device, the media player logic automatically installs itself on the  
8                   computing device, executes, and configures a media stream interface using  
9                   the media configuration information, wherein the media stream interface  
10                  includes a purchasing system interface for purchasing the media content  
11                  and a media playing interface for playing the media content.

1       9.       The media stream data structure of claim 8 wherein the configuration  
2                   information also includes monitoring information used by the media player  
3                   logic to track usage of the media content.

1       10.      The media stream data structure of claim 8 wherein the configuration  
2                   information also includes advertisement information that is used by the  
3                   media player logic to present and make accessible a variety of customized  
4                   advertisements.

1 11. The media stream data structure of claim 8 wherein the media stream  
2 interface interacts with the media player logic to communicate purchasing  
3 interactions made through the purchasing system interface to at least one of  
4 a remote service, a licensor, an owner, and a vendor of the media content.

1 12. The media stream data structure of claim 8 wherein the media stream  
2 interface is a browser interface accessible over a network.

1 13. The media stream data structure of claim 12 wherein the browser  
2 interface includes one or more World-Wide Web browser pages and the  
3 network is the Internet.

1 14. The media stream data structure of claim 8 wherein the media stream  
2 data structure is packaged by an external service and streamed to a  
3 requesting recipient over a network.

1 15. A media stream monitoring and integration system, comprising:  
2 a media stream data structure having a self loading and executing  
3 media player, a purchasing system interface, and monitoring configuration  
4 information; and  
5 a display;  
6 wherein the media player simultaneously presents within the display  
7 media content included within the media stream data structure and the  
8 purchasing system interface, and wherein the media player tracks  
9 purchases and usage statistics associated with purchasing and playing the  
10 media content based on the monitoring configuration information.

1 16. The media stream monitoring and integration system of claim 15  
2 wherein the configuration information also includes advertisement

3 information that the media player uses to also simultaneously present within  
4 the display a variety of customized advertisements.

1 17. The media stream monitoring and integration system of claim 15  
2 wherein at least one of a vendor, an owner, and a licensee packages the  
3 media stream data structure with the purchasing system interface and the  
4 media content.

1 18. The media stream monitoring and integration system of claim 15  
2 wherein the media stream data structure is streamed from a remote service  
3 to a requesting recipient's computing device that is interfaced to the display.

1 19. The media stream monitoring and integration system of claim 15  
2 wherein the media player captures interactions made with the purchasing  
3 system interface and reports these interactions back to at least one of a  
4 remote service, a vendor, an owner, and a licensee of the media content.

1 20. The media stream monitoring and integration system of claim 15  
2 wherein the media player or a remote service periodically assembles the  
3 purchasing and usage statistics into an electronic report and sends the  
4 report to at least one of a vendor, an owner, and a licensee of the media  
5 content.